KARATS

AND

BUSINESS MORALITY

THIS PAMPHLET IS RESPECTFULLY DEDICATED TO THE CANADIAN JEWELLERS AND ALL INTERESTED IN THE PROSPERITY OF CANADA.

BY THE

TRADER'S "DEAR DOLL."

P
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D665

By W. T. Doll Jeweller of Wpg

1892

To His Excellency the Governor-General of

The Dominion of Canada, in Council:

Your Petitioners, the undersigned, humbly shew as follows:

1. That the ad valorem duty on clock and watch cases—namely, 35 per cent.—is very high, greatly increasing the cost to consumers and ineffectual to encourage bona fide manufacture within Canada. Some three factories in all have been started within the past fifteen years for the manufacture of clocks or clock cases but none of them are now in existence. Only two firms or companies are now manufacturing watch cases in Canada, one of which is making only one line of cases in a very small way. The other, the American Watch Case Company, of Toronto, is apparently prosperous, simply on account of the similiarity of its name to that of one of the largest, oldest and most reliable watch and watch case manufacturing concerns in the world; and because a large portion of the products of the Canadian factory RESEMBLE IN EVERYTHING BUT QUALITY *those of the United States manufacturers.*

And our markets being *in consequence* flooded with spurious goods—to the detriment of honest traders and to the disgrace of our country:

Your Petitioners would therefore pray:

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And our markets being *in consequence* flooded with spurious goods—to the detriment of honest traders and to the disgrace of our country:

Your Petitioners would therefore pray:

That Your Excellency may be pleased to submit to Parliament proposals for the reduction of the duty on said articles to an amount not greater than 10 per cent. ad valorem, the same rate now collected on watch and clock *movements.*

Signed:

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KARATS AND BUSINESS MORALITY.

The Canadian jewelers will easily remember an article in the October number of the *Trader* under the head "A Modern Daniel Come to Judgment."

The writer of the article, Mr. W. K. McNaught, editor of that journal, but perhaps better known as the "MODERN ANANIAS," who, under the garb of a CHRISTIAN DISCIPLE OF BUSINESS MORALITY, so frequently instructs the readers of the *Trader* on how to do business HONESTLY—the amount of profit they should add to the cost of their goods, etc., (see his articles in last July, August and September numbers of the *Trader*) devotes two columns of his paper to villanous falsehoods and slanderous abuse of me.

Now, for sixteen years, or since I commenced business for myself, Mr. McNaught has known me personally, and year after year he has favorably referred to me in his paper.

In the *Trader* of Dec. 1890 for instance, Mr. McNaught devotes two pages of the paper to a gratuitous eulogy of myself, showing my photo and a cut of my business block on Main street. He winds up this eulogy as follows :—" From the foregoing sketch of his career it will readily be seen that Mr. Doll has more than the ordinary amount of perseverance and ability, and that his success is not the result of chance, but of a steadfast determination to overcome every obstacle and reach the goal of his youthful ambition. That he has single-handed, and under such disadvantageous circumstances succeeded in becoming one of the most prosperous of our Canadian Wholesale Jewelers is GREATLY to his CREDIT, and FURNISHES an EXAMPLE for OTHERS IN THE CRAFT, WHICH MAY BE STUDIED WITH PROFIT."

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As evidence of Mr. McNaught's PROFESSED opinion and regard for me as a business man, I give the most recent, of his many friendly letters to me, viz :

THE TRADER AND CANADIAN JEWELER.

TORONTO, Dec. 29th, 1891.

Winnipeg Jewelry Co.,

MY DEAR DOLL—

In response to yours discontinuing your "*ad.*" while we are very sorry to lose you, we have done as you request, we trust, however, that you will reconsider this matter and continue it, as the cost is small, and there is no doubt in the minds of those who have tried ALL kinds of advertising that the pages of a first class trade journal is the best of them all. If the *Trader* is to be kept up to its present high life standard it wants all the support it can get, and we trust that you will bear in mind these claims to your patronage when you form your plans for the New Year. We trust you will like our January issue. We have given YOU the MOST PROMINENT place in the whole inside and if it suited you would guarantee it to you every month, the "Polar Bear" design I had engrossed *specially for your firm.*

Trusting that this will find you closing up a very successful year's business and wishing you all the compliments of the season, I am

Yours truly,

W. K. McNAUGHT,

for Trader Pub. Co.

P. S.—Your "ad" regarding traveller and book-keeper shall have MY BEST ATTENTION.

Now he turns on his "dear doll," as he would on his own mother, and cries "stop thief!" making use of that old dodge which so many sneak thieves have employed, in order to distract attention from themselves.

My crime, if wrong it was, consisted wholly and only in that I asked him, McNaught, (as editor of the *Trader* and as a self appointed disciple of business morality) to

give the readers of his journal the name of the manufacturers of certain snide and fraudulent watch cases. For McNaught's reply see his villanous abuse of me continued in the December number of the *Trader*.

In my article I referred to watch cases, made in style, stamp, etc., to imitate the genuine solid gold or honest gold filled cases made by such reputable firms as the American Waltham Watch Co., Joseph Fahy's, and the Brooklyn Watch Case Co. I refer to the Canadian case stamped "*Mohawk*" made in imitation of the well and favorably known "*Montauk*," to the "*Eagle*" case, which contains not a $ worth of gold, but which is stamped with an eagle and made to imitate the well-known 10K Solid Gold "Eagle Case" made by the Brooklyn Watch Case Co. I also refer to the case stamped "Warranted 14K U. S. Assay," which is only filled or plated and made to imitate in stamp and other particulars, the genuine American Waltham Watch Co. 14K Case.

Now, ALL these snide cases call Mr. W. K. McNaught, or the American Watch Case Co., "Father." HEREIN, I say, lies my crime.

As Mr. McNaught is a watch case manufacturer as well as editor of that great moral paper the *Trader*, which is published "only" in and for the interest of the jewelry trade, it is needless to remark that he is also a conservative, protectionist and patriot; which he shows by constantly waving the old flag, shouting for the old leaders, and manufacturing snide cases under the old protective policy of 35 per cent. A fair sample of the modern so-called Canadian patriot.

In the January number of his journal Mr. McNaught informs us that he was the prime mover in forming the American Watch Case Co. of Toronto in 1885. After looking into the BASEMENT of the subject in question we cannot doubt his statement.

At the time referred to, 1885, the American Waltham Watch Co. of Waltham, Mass., U.S.A., had, as at present, the reputation of being the largest, oldest and best Watch and Watch Case Manufacturing Concern in the world. This was well-known throughout Canada as was also their trade mark "*A. W. W. Co.*"

Now this Conservative patriot, Mr. McNaught, might have named his Company the "Canadian," "Dominion," "Toronto," or Ontario Watch Case Co., he being so loyal; or had he wished to be honest he could have called it the "Methodist" Combination, the president of his company, Mr. J. N. Lake being a well-known ex-Methodist preacher —a gentleman who evidently prefers a certainty on earth. But no, the company with which Mr. McNaught was allied could not stand on its own bottom or appear in its true colors, and therefore he must needs steal the good name of some reputable, honest concern, and consequently named his company the American Watch Case Co. or A. W. C. Co., so that to the average uninitiated it passes for the same as the A. W. W. Co., the stamp of the genuine case.

Not contented, however, with this, he proceeds to pull the wires at Ottawa, (being the bosom friend of the dear brother, the Hon. McKenzie Bowell, Minister of Customs) as only such lick-spittles as he know how, and he succeeds in having a duty of *35 per cent* imposed on the genuine American case, which at the same time he proceeds to call "snide", "spurious", etc.

I will just quote from his moral journal of last January, page 39, an article wherein he was writing up *himself* and his company; he says: "At the time of which we write, 1885, there were but a small percentage of 'honest' gold cases sold in Canada, the bulk of the gold cases imported from the United States were what is known as stamped

up goods, that is 12K stamped 14K; 16K stamped 18K, and so on according to quality, etc."

Now, after 7 YEARS of PROTECTION where do we find this self styled Honest Manufacturer of Honest (?) Watch Cases? Why! distributing bogus guarantees and manufacturing snide cases. I went to the expense of having one of his so-called filled cases assayed. The certificate is before me of Case No. 2564. It contained $2\frac{1}{8}$ grains, or $9\frac{1}{5}$ cents worth, of gold. It is true the wholesale jewelers in Canada use more or less of these cases according to the amount of fakir or auction trade that they may have, but the prices of these cases are fixed by the case manufacturers combination, who allow the wholesale dealers 15 per cent. discount, or in other words, the Canadian wholesalers are compelled by this combination either to retire from business or to sell the Canadian manufacturers snide cases at a margin of 15 per cent profit. Many of the dealers, however, use the *genuine* American cases *only* and pay the 35 per cent duty.

I also have before me one of Mr. McNaught's, or his Company's, so-called 14K Solid Gold Cases, stamped A.W. C.Co (Maltese Cross) but which is partly filled, partly plated and partly solid gold, and does not contain within 20 per cent the amount of gold that his, Mr. McNaught's, or the American Watch Case Co's invoice states, and is neither honest in *weight* or quality. Any jeweler can verify my statement by having one of Mr. McNaught's cases assayed.

It is no wonder then that Mr. McNaught can boast, without dread of contradiction, that his Company does NOT "fear competition", as undoubtedly his company have absolutely no imitators in their particular line.

Now a word with regard to the *Trader*, which he so often reminds his readers is only published in the interests of the jewelers, the "dear" jewelers and the jewelery trade, *not* in the interests of the manufacturer of *honest* cases.

They require no journal to further their interests as "honesty" brings its own reward. Blessed be Mr. McNaught and the American Watch Case Co. Brother ——— will lead in prayer and some other brother will please pass round the hat as the brethren will remember that *we*, the manufacturers are pledged to contribute largely to the election fund of the only "honest and patriotic party."

Now, referring again to the "Trader's" honesty. When the Canadian Government tried to steal, not only ten thousand dollars' worth of watch cases, but also the good name of Messrs. Smith & Patterson (Boston and Montreal) the "moral" editor did not protest or utter one word against the disgraceful and uncalled for act. No, simply because he was a "*friend*" of the government and for the further reason that these cases Smith & Patterson were importing would come in direct competition with his "Honest" cases. We understand the government received the assistance of Mr. McNaught and that of a rival firm of Smith & Patterson, and at one time rivals of mine, and who complained to the customs officers here that I was selling goods at less than *they* (my would be rivals) could possibly sell them at.

I, too, with every other importer, have suffered from the thievish propensities of the customs officers, having had goods stolen out of more than one package and have asked in vain for the assistance of that moral journal to expose that Hellish combination of thieves existing under the name of the Customs Department of Canada and under which every importer in Canada suffers more or less from the effect of a law which virtually stigmatizes every importer as a thief.

In vain, I say, did I appeal to the *Trader* to expose and ask for the repeal of the law as it now stands and under which a customs officer not only draws a good salary,

but receives in addition one half of all seizures or blood money obtained from the importer.

If goods are seized from any individual, which he cannot prove to have paid duty, they become the property of Her Majesty *less* the one half which falls into the lap of the officer or officers making the seizure ; what would be thought of a city council which allowed its police officers one half of all cash. or property which they, the police, find in the possession of a citizen and for which he (the citizen) could not or refused to give an account.

And yet that is precisely what the Dominion Government is doing—*one* of its officers made over $20,000, another over $12,000, last year in Blood money, over and above their salaries (of, from $3000 to $5000 per annum) ; much of this money is sucked from the vitals of honest importers.

Now, these men have neither the time nor the inclination, just cause though they have, to fight ; they pay up as the Dominion treasury is behind and supports every officer whether he does right or wrong. The law also is all in favor of the officer, as I will show.

1st. The majority of customs officers, like Dominion Government officials, are sheriff proof, their wages cannot be garnisheed like those of any other employee.

2nd. In order to bring suit against a customs officer it is necessary to deposit $200.00, and this must be done within two months from the time the cause for action arose, but the government has the right to bring action against you at any time within three years. Should you succeed in securing judgment before a provincial judge for damages of $10,000 (more or less) the government official appeals to Ottawa, which means the loss of weeks or perhaps months of valuable time to the importer, with but little prospect of obtaining satisfaction, as the following extract from our Canadian Laws will show. I quote No.

148 of the Revised Customs Act which reads as follows: "If in any such action, suit or proceedings the court or judge before whom the case is tried, certifies that the defendant (the customs officer) in such action acted upon *probable* cause, the plaintiff (or importer) in such action shall not be entitled to more than 20 cents damages nor to any costs of suit, nor in case of seizure shall the person (officer) who made the seizure be liable to any civil or criminal suit or proceedings on account thereof," which is decidedly a damnable law.

So much I say for Canadian justice upheld by the great moral editor.

Neither the English, United States, nor any other, but an idiotic or dishonest government allow their officials any part of the seizures. "And if a customs official makes an unjust seizure either through ignorance, malice or any other cause he must stand on his own bottom and suffer the consequences; that accounts for the very few unjust seizures in England or the States, while in Canada importers are continually annoyed (unless they stand in with the customs officers).

I have had hundreds of packages seized and have been put to untold trouble and expense, and within the last ten years have been subjected to all manner of indignities, have had my goods stolen, letters seized, and invoices and books carried off by customs officials (thanks in part to my jealous rivals) and yet these custom officers cannot point to *one single false act* on my part; I have beaten them (the customs officials) in every case, though I know many importers who have not been so successful although innocent of any wrong intent.

Brother Mr. McNaught (as his Methodist friends would say) has no space in his paper for a word against Canadian manufacturers or the Dominion government's iniquitous laws, but has unlimited space for lies and the vilest abuse

for those who presume to question the intelligence or the honesty of the leaders of the Conservative party or the quality of the American Watch Case Co's cases.

In Mr. McNaught's abuse of me he states that my letter to the "Guide" (wherein I questioned the quality of the American Watch Case Co's cases) was refused publication by two of Toronto's leading dailies.

The facts are that no one to my knowledge, saw the letter he refers to but the editor of the Guide and myself (and no one ever refused its publication). I did ask the editors of *three* Toronto dailies to publish a letter similar to *this* one, on a smaller scale, but they informed me they could not publish such a reflection on Mr. McNaught, who stood so high in "church circles" as they would undoubtedly be compelled to defend a libel suit for which they had neither the time nor the inclination, they advised me to publish my letter in pamphlet form. The editor of the Guide, however, did puplish a letter from me which called forth from Mr. McNaught two columns of abuse, to which I immediately replied and sent the letter to the "Guide" for publication, but I found in the meantime that that paper had changed hands and is now also controlled by *another Canadian Watch Case Manufacturing Co.*, hence the reason for refusing publication of my letter. "THE TRUTH" about theCanadian Watch case the manufacturers are apparently determined to suppress—and the first thing necessary—was to buy the jewelers' papers—this they have now done, all in the *interest* of the "dear" jewelers. I have therefore decided to take advantage of this mode of publishing the facts with regard to the Canadian watch cases which are being manufactured under a protective duty of 35 per cent. by the *patriots* of our country.

Now, should the "*dear* brother" or his friends desire satisfaction in a libel suit, they will find that W. F. Doll

has not only the time, but the inclination to accommodate them, with nails in reserve, if more are necessary, for the coffin of that "prince of montebanks," who to the jewellery trade is known as Mr. W. K. McNaught, Editor of the *Trader*, "the Canadian patriot, Conservative champion, Christian Disciple of morality," the gentleman who is endeavoring to teach the trade that his "bogus" guarantees are as good as the honest guarantees issued by the U. S. manufacturers. The Canadian jewelers' dear "*friend*" (in two senses).

He, unfortunately, is only "one" of the many manufacturers and self-styled patriots with which Canada is cursed.

Mr. McNaught's first attack on me was based on my celebrated "karat" case which came up in the British Columbia court last spring. He insinuated that the judge before whom the case was tried censured me. This was a gratuitous and malicious falsehood and Mr. McNaught knew it to be so.

For the benefit and amusement of those not acquainted with that case I will give a short account of it.

A certain firm of Jewish fakirs and pawnbrokers in Victoria, B. C., by name Kirschberg & Landsberg, gave my representative an order for a line of low grade rings and watches, the cases and rings to be stamped 18k and 14k., the order being signed by the firm Kirschberg & Landsberg; on receipt of this order, not having the goods in stock and not doing any manufacturing ourselves, I sent to the manufacturers in Toronto for the goods, and on receipt of them I found the cases were just such as the American Watch Case Co. of Toronto are making every day, we simply added our profit of 15 per cent. (the same margin as the jobbers have on all Mr. McNaught's cases) to the goods and filled our customers order. When we invoiced the goods we

gave them the *proper* name and called them *snide* or *low carat* goods (as has been my custom when invoicing Mr. McNaught cases). As soon as Kirschberg & Landesberg received the shipment they acknowledged receipt of same stating that the goods were very satisfactory, etc., and sent an order for other lines. Now, it appears that shortly after they received that lot of low carat watches, etc., which we invoiced and sold them at from $5.00 to $7.00 each, they sold one of them to a customer for $40.00, but the customer was not very long in finding out that he had been swindled and swore out a warrant against them for fraud, but they (smooth gentlemen) positively swore that I had sold those watches to them for 14k gold, and as I was some 1500 miles away and could not be interviewed, the rascals got off. Now, here is where Mr. McNaught's friends shine—I refer to those who do so much advertising with him—the same who notified the collector of customs at Winnipeg that I was selling goods for less than they could and intimating that I must be smuggling. The traveller for this firm was in Victoria about that time and took up Kirschberg & Landsberg's story, knowing it to be a *lie*, but it served his purpose and he circulated it amongst my customers as a *fact*. As a sample of jealous envy it is worthy of Mr. McNaught's "friends," they were not able to compete *honestly*, but must needs resort to their pet tactics and attempt to undermine and blacken the good name of those with whom they could not successfully com pete.

Now, it appears that Kirschberg & Langsberg were advised not to pay me for the goods sold them and were told I could not *collect* my account by law. They did not expect I would travel 1500 miles to prove my case and account, the amount being less than $100.00. However, as soon as I learned the story that was being circulated by jealous rivals (Kirschberg & Landsberg hav-

ing made no complaint about the goods, but merely refused to pay for them) I determined at once to figh the case, no matter what the costs might be, although I knew that they must be four or five times the amount of my account. I instructed my solicitor to enter suit and shortly afterwards started for the Coast myself.

We subpœaned Mr. Redfern, Mr. Davidson of Davidson Bros. and Mr. Caton, the leading jewelers in British Columbia and personal friends and acquaintances of the Chief Justice. They proved under oath that they and all wholesale jewelers sold and dealt in the class of goods I had sold to the defendants and that the price I charged was a fair wholesale price. Kirschberg swore that I or my representative had guaranteed the $7.00 watches, etc., as 14k gold, but he had no sooner uttered the words than my solicitor called his attention to and compelled him to read aloud his own order as written by himself for the low carat goods and also a copy of the invoice which distinctly specified that the goods were low carat, also his letter of acknowledgement stating that they had received the goods and were satisfied with them.

The Chief Justice (this is what Mr. McNaught refers to) then asked me if I did not consider it just as bad to stamp goods 18k that were not 18k as to call Oleomargarine, Butter. I replied that the manufacturers in Canada evidently *did not*, and my solicitor quoted from the Canadian Statutes showing clearly that our *law makers* did not consider it wrong or improper.

The Chief Justice then summed up the case and gave me judgment for the full amount of my claim and stated that it was clear that I had not tried to deceive the defendants, Kirschberg & Landsberg, and that they had not been deceived in the goods purchased from me.

On this case, I say Mr. McNaught, as editor of the *Trader*,

bases his first cowardly and malicious attack on me, which summed up means that he abuses me for selling watch cases at a profit of 15 per cent. which he manufactures at a profit of—well let us see $9\frac{1}{5}$ cents for the gold—a thousand per cent. I imagine would be small in comparison with what the profits really are—but we will ask the disciple and dear brother to tell us in his next Lecture on Business Morality—unless in the meantime the duty is reduced to 10 per cent. on watch cases, and Mr. McNaught is thereby compelled to take up his legitimate occupation and saw wood.

For some months previous to my retiring from the jewelery business I had been agitating and discussing with the trade the advisability of sending a deputation to Ottawa, at the next meeting of Parliament, to ask that body of "law makers" to reduce the duty on clocks and watch cases, which is now 35 per cent., to 10 per cent. As the trade well know, there is not and has not been a clock made in Canada for over ten years—the only clocks ever made in Canada were made, as the trade well recollect, first at Whitby and then Hamilton, Ont., by the same company, but they were like Mr. McNaught's cases—"Snide." The Clock Co. went bust, but to their credit be it said, they did not steal or seek to steal the name of any American clock company, but named their company after the city in which the clocks were manufactured—they preferred going bust in their *own clothes* to travelling on the high road of prosperity in a coat stolen from some honest U. S. manufacturer, and posing as Christian disciples of business morality, to ward off suspicion, like the Jewelers' Friend, Mr. McNaught, is doing.

The duty of 35 per cent. on clock and watch cases having flooded Canada with Canadian made snide goods, it is

high time for the trade and those who have an honest interest in the country to act, and it's well to act together.

Herewith find a slip for signature (it explains itself.) This you will please sign and return to P. O. box 440, Winnipeg. These slips will be put into the hands of a prominent Member of Parliament, who will bring the question before the House of Commons.

Yours sincerely,

THE TRADER'S DEAR DOLL.

P. S.—Now, if Mr. McNaught or his friends are not satisfied with the statements and other evidence given in this pamphlet, I will undertake, with Mr. McNaught's PERMISSION, to show from the American Watch Case Co.'s books and from his, Mr. McNaught's, private and personal letters, etc., to me, that so far I have only painted the hypocrite half as bad as he really is. My further evidence might even surprise his fellow manufacturers in Canada.

T. D. D.

December, 1892.

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